

**MARLBORO COMMUNITY EVENT MARKETING**  
**1997 INCENTIVE LIST**

PURCHASE REQUIREMENT	ITEM	QUANTITY ORDERED	UNIT COST	TOTAL COST
1 Pack	Flashlight Keychain	20,000	\$1.09	\$21,800
2 Pack	Fanny Pack	5,000	\$1.85	\$9,250
3 Pack	Cap	15000	\$2.55	\$38,250
3 Pack	Sunglasses/case	30,000	\$2.75	\$60,000 <del>82,500</del>
	Sunglass Case	30,000	\$0.75	\$22,500
4 Pack	T-Shirt	12,000	\$3.50	\$42,000
	Black T-Shirts (screen only)	26,784	\$1.00	\$26,784
6 Pack	Duffle Bag	5,000	\$8.40	\$42,000
1 Carton	Beach Towel	5,000	\$6.78	\$33,900
2 Carton	Windbreaker	5,000	\$18.25	<u>\$91,250</u>
				<u>\$387,734</u>
				<u>410,234</u>
Name Generation	Lighters	225,000	\$0.65	\$146,250

*Total* 556,484

*\* Net cost to  
Int'l Blrs*

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